

Test Series: February, 2012

**MOCK TEST PAPER – 1**

**IPCC/PCC: GROUP – II**

**PAPER – 7/6: INFORMATION TECHNOLOGY AND STRATEGIC MANAGEMENT**

**SECTION – A: INFORMATION TECHNOLOGY**

*Question No.1 is compulsory.*

*Attempt any **five** questions from the rest.*

**Time Allowed – 1½ Hours**

**Maximum Marks – 50**

1. Answer all the following questions in brief.
  - (a) Differentiate between Static RAM and Dynamic RAM.
  - (b) What is motherboard? Discuss the importance of BIOS in computer system.
  - (c) What do you understand by knowledge database?
  - (d) Describe any four salient features of Wide Area Network.
  - (e) Differentiate between Internet and Intranet. (5 x 2 = 10 Marks)
2.
  - (a) Briefly discuss any four features of Central Processing Unit. (4 Marks)
  - (b) What do you mean by DSS? Discuss various components of a DSS. (4 Marks)
3.
  - (a) What is Index sequential file organization method . Discuss its important features. (4 Marks)
  - (b) What is documentation in SDLC? List out various types of documentations required to be prepared prior to delivery of customized software to a customer. (4 Marks)
4.
  - (a) Describe any six ways a computer network can help business. (4 Marks)
  - (b) Define Local Area Network? Describe its basic components. (4 Marks)
5.
  - (a) Draw a Flow Chart to find the smallest of three distinct numbers A,B,C. (4 Marks)
  - (b) What is a Decision Table? Discuss its various components. (4 Marks)
6.
  - (a) The major emphasis of ABC retail company is to provide the timely delivery of product and services to their existing customers. Timely delivery of goods and services leads to better customer satisfaction and would help company to achieve their goals. The company has decided to replace existing manual system of procurement of goods and services to automated systems for effective distribution of goods upto the level of customer satisfaction.
    - (a) To improve the effectiveness in distribution of goods & services, what are the areas where ABC Retail Company should focus upon? (4 Marks)

- (b) How ABC retail company would serve the customer in a better way and what are the bases/ factors that determine the customer satisfaction using automated system?

(4 Marks)

7. Write short notes on any **four** of the following.

- (a) Read Only Memory
- (b) Device Drivers
- (c) E/R Model
- (d) Application Server
- (e) M-Commerce

(4 × 2 = 8 Marks)

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**PAPER –7/6: INFORMATION TECHNOLOGY AND STRATEGIC MANAGEMENT**

**SECTION – B: STRATEGIC MANAGEMENT**

*Question No.1 is compulsory.*

*Attempt any **five** questions from the rest.*

**Time Allowed – 1½ Hours**

**Maximum Marks – 50**

1. (a) If a firm is not performing well and the environment is turbulent, being a manager how will you strategically lead for improving the performance. (3 Marks)
- (b) Explain critically the competitive environment of an organization. (3 Marks)
- (c) How total quality management is based on continuous improvement and learning? (3 Marks)
- (d) This strategy may be unpleasant as a strategic alternative but when a “dead business is worth more than alive”, it is a good proposition. Extract the strategy from the statement and explain it. (3 Marks)
- (e) Is logistic management same as supply chain management? (3 Marks)
2. (a) State with reasons which of the following statements is correct/incorrect:
  - (i) Benchmarking and Business process Reengineering are one and the same.
  - (ii) Tele-shopping is an instance of direct marketing (2 × 2 = 4 Marks)
- (b) Fill in the blanks in the following statements with the most appropriate word:
  - (i) In Michael Porter's generic strategy, \_\_\_\_\_ emphasizes producing standardized products at a very low per unit-cost for consumers who are price-sensitive.
  - (ii) \_\_\_\_\_ helps in setting goals and measuring productivity based on best industry practices.
  - (iii) The process of creating, maintaining and enhancing strong, value-laden relationship with customers and other stakeholders is \_\_\_\_\_. (3 × 1 = 3 Marks)
3. Write short notes on the following:
  - (a) Six sigma (2 Marks)
  - (b) Augmented marketing (2 Marks)

(c) Elements of Marketing Mix (3 Marks)

4. A small scale industrialist recently attended a seminar on strategic management. She is quite enthusiastic but does not understand exactly how to use the SWOT analysis for her company. Act as a consultant and advise her on how to use the SWOT analysis. (7 Marks)
5. If a company wants to implement six sigma method for its new as well as existing products, what methodologies it should follow while implementation? (7 Marks)
6. Strategic management is partly proactive and partly reactive. Explain the statement. (7 Marks)
7. How organization is related to business environment. (7 Marks)